REMARKS

INTRODUCTION

Claims 1-28 were previously pending.

Claims 1-28 were rejected.

Claims 1, 9, 10, 15, 21-24 and 28 have been amended.

Claim 29 has been added.

Claims 1-29 are now pending and under consideration.

No new matter is being presented, and approval and entry are respectfully requested.

REJECTIONS UNDER 35 USC §§ 102 AND 103

In the Office Action, claims 1-8, 16-20, 22, and 24 were rejected under 35 U.S.C. § 102 as anticipated by Deaton. Claims 9-15, 21, 23, and 25-28 were rejected under 35 U.S.C. § 103 as obvious over Deaton. These rejections are traversed and reconsideration is requested.

USING PRODUCT TO BE PROMOTED TO SEARCH FOR CUSTOMERS TO MARKET

Claim 1, for example, recites "interactively inputting information identifying the promotion product", finding "products that are suitable to be replaced by the promotion product", and searching for and targeting "customers who purchased the products suitable to be replaced". In other words, in one aspect, the present invention uses a promotion product to locate customers who have previously purchased products suitable for replacement, and promoting to those customers.

In contrast, Deaton starts with a customer identity identified at a POS terminal, and searches that customer's history to locate a product for promotion. Claim 1 uses products to be promoted to identify and target a suitable customer. Deaton generally moves in the opposite direction; Deaton starts with a customer identity received from a point-of-sale (POS) system, and uses the customer identity to identify a suitable product to promote to the customer at POS.

The claims have been amended to clarify that the previously purchased product is the basis for searching for or finding a target customer. To the extent that Deaton extracts customer information, it is based on the customer's identify received from POS; it is not based on the customer having previously purchased a product suitable to be replaced by a promotion product.

COLUMN 72 DISTINGUISHED

At the Interview, the Examiner, when presented with the argument above, responded that column 72, lines 1-34, suggest a product-to-customer process similar to the present claims. However, this portion of Deaton discusses a process for determining a customer's price sensitivity.

The top of column 72 of Deaton discusses "tracking of 'bargain hunter' customers". The system "stores a shopping history or spending history of the customer to identify whether or not the customer is a 'bargain hunter' and to what degree the customer is price sensitive ... the system can store the absolute number of generics purchased ... This information enables the system to arrive at a picture of how price driven a particular customer is or how price motivated the customer is. This information is then used to determine how to best incent the customer". In other words, column 72 of Deaton discusses: tracking price sensitivity of a customer, and at POS using the customer's price sensitivity to determine how to incent the customer to purchase a product.

As discussed below, although Deaton mentions "items may be involved in some type of promotion" (col. 72, lines 4 and 5), it does not teach finding multiple customers to promote the product to, nor does it teach finding customers *responsive to* interactive identification of the promotion product.

Furthermore, column 72 of Deaton discusses how promotion items are to be flexibly priced when purchased at POS; "targeting customers who are price sensitive enables a retailer to better use [i.e. profit from] the sales promotions ... with the use of the present system, coupons may be intelligently printed out at the point-of-sale based coupon an index of pricing and spending that the customer has accumulated in order to provide those coupons only to price sensitive customers" (col. 72, lines 35-58). In other words, the merchant may withhold all or part of a rebate on a promotion item when it is purchased. This is not the same as using the promotion item to find customers.

DEATON DOES NOT DISCUSS SEARCHING FOR CUSTOMERS

Claim 1, for example, recites "search[ing] for target customers based on their having previously purchased the products suitable to be replaced". Again, Deaton starts with a customer to be targeted. The customer is identified at POS, and is not "searched for ... based on their having previously purchased products suitable to be replaced".

The identity of the customer in Deaton is received at purchase time, for example by a check or the like. The customer is known and does not have to be "searched for', because the POS system has already identified the customer. Rather, Deaton identifies a product to be promoted based on a customer identity known at the onset.

SEARCHING FOR MULTIPLE CUSTOMERS FOR A PRODUCT TO BE PROMOTED

Claim 1, for example, recites using a promotion product to find multiple customers to be marketed to. Because Deaton is a POS-driven process, Deaton cannot teach using a promotion product to search for *multiple* customers and then promote a product to the multiple customers. Only the customer identified at POS is promoted-to during a POS transaction.

Claim 9 already recites finding multiple customers for one promotion product. Other claims have been amended to clarify this feature. For example, claim 1 has been amended to clarify that each identified customer can be given an individually fitted product introduction based on their individual purchasing tendency. For example, a promotion product may be promoted to one customer as "portable", and the same promotion product may be promoted to another customer as "high-end performance". New claim 29 recites another aspect of promoting to each of multiple identified customers.

FINDING MULTIPLE CUSTOMERS RESPONSIVE TO INTERACTIVELY IDENTIFYING PRODUCT TO BE PROMOTED

Claim 1, for example, recites an "information decision apparatus for marketing a promotion product responsive to interactively inputting information identifying the promotion product". In Deaton, the products for which coupons are generated (e.g. promotion products) are identified based on the transaction history of the customer identified at POS. Deaton does not discuss interactively identifying a product to be promoted and in response marketing the product using the features mentioned above.

TWO FACTOR INTRODUCTION FITTING

Claims 9, 15, 16, 21-23, and 25-28 recite a using at least two purchasing tendencies of a customer, in combination, to determine an appropriate product information or introduction. Deaton discusses only using one tendency at a time to determine whether and how to incent the customer. For example, store frequency tendency, price sensitivity tendency, or product type tendency are only taken into account individually, and are not combined to determine a product introduction. Furthermore, Deaton's determining whether to issue a coupon or how to value the coupon is not the same as selecting or determining a product "introduction."

Based on the foregoing arguments, withdrawal of the rejections is respectfully requested.

REJECTION NOT BASED ON *PRIOR* ART

Claims 9-15, 21, 23, and 25-28 were rejected as obvious over Deaton in view of the personal knowledge of the Examiner. The § 103 rejection was improper because it was not determined based on the ordinary skill in the art *at the time the invention was made*. The MPEP §2144.08, III, states that the Examiner must "determine ... claimed invention would have been obvious to one of ordinary skill in the art at the time the invention was made." The present invention has a priority date of 12/14/98, however the features admitted by the Examiner to be absent from Deaton and supplied by the Examiner's personal knowledge are based on the Examiner's knowledge of the present state of the art. For example, the rejection notes *current* trade-in practices of Gateway and small entrepreneurs. This proposed art was not known at the time the present invention was made.

PERSONAL KNOWLEDGE OF EXAMINER

Features of claims 9-15, 21, 23, and 25-28 were admitted in the rejection to be absent from Deaton. These features were supplied without citation to any prior art reference. The only reference to the prior art is "the above disclosure" (page 12, line 16). This disclosure does not come from any prior art reference, and therefore is based only on the Examiner's personal knowledge.

At the Interview, the Examiner requested the Applicant to provide a reason why the facts cited as common knowledge are not well-known in the art. It is noted that "categorizing" a purchasing tendency of system speed or type may involve more than "recording other transaction data ... wherein data related to system speed..., system type, notebook or laptop ... are used to further target the said customer" (paragraph spanning pages 12 and 13 of the Office Action).

Determining a speed tendency or computer type tendency requires more than one-to-one replacement matching (e.g replacing a computer with a faster computer). The proposed common knowledge of replacing a computer with a faster computer may not involve determining a speed *tendency* of the customer. Because computers are continually improving and becoming faster, a new computer can be faster than an older computer but not be in the same speed category. For example, a new mid-speed computer may be faster than an old mid-speed computer it is replacing, but they may both be in the middle range of speed with respect to the computer market at their respective times of sale.

In sum, the personal knowledge of the Examiner, when used as a basis for a rejection, must be supported by an affidavit as to the specifics of the facts of that knowledge when called for by applicant. See, e.g. 37 C.F.R. § 1.104(d)(2). The rules of the U.S. Patent and Trademark Office do not allow discretion on the part of the Examiner. Either the Examiner must support this assertion with an Affidavit or withdraw the rejection. The Examiner is requested to support the rejection with either an affidavit or a reference, or withdraw the rejection.

DEPENDENT CLAIMS

The dependent claims are deemed patentable due at least to their dependence from allowable independent claims. These claims are also patentable due to their recitation of independently distinguishing features. For example, claim 11 recites determining a tendency based on product rank and type. This feature is not taught or suggested by the prior art. Withdrawal of the rejection of the dependent claims is respectfully requested.

CONCLUSION

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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CERTIFICATE UNDER 37 CFR 1.8(a)

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on February 19, 2003

STAAS & HALSEY

By: Naomi Anderson

Date: February 19, 2003

VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS:

Please AMEND the claims in accordance with the following:

1. (THREE TIMES AMENDED) An information decision apparatus for marketing a promotion product responsive to interactively inputting information identifying the promotion product, comprising:

a replacement product finder that finds [a product] previously purchased products that are suitable to be replaced by [a promoting] the promotion product based on product specification information specifying [a] the promotion product, where the [product] products suitable to be replaced [is] are found by comparing the specification information of the [promoting] promotion product to specification information of previously purchased [product] products;

a target customer finder that [finds a] searches for target [customer] customers based on their having previously [who] purchased the [product] products suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the [product] products suitable to be replaced;

a transaction tendencies analyzer that determines transaction tendencies of the target [customer] customers by analyzing the transaction histories with respect to the target [customer] customers, where the determined transaction tendencies reflect common general properties of products that the target [customer] customers has tended to purchase; [and]

a determiner that individually fits product introduction information to the transaction tendencies of each of the target [customer] customers determined by the transaction tendencies analyzer by selecting from among a plurality of pre-existing [of] product introductions the product introduction information having content that corresponds to the transaction tendencies of each of the target [customer] customers; and [,]

using the individually fitted product introductions so as to individually introduce to the target [customer] customers the promoting product to replace said [product] products to be replaced and that [was] were previously purchased by the target [customer] customers being introduced.

2. (AS ONCE AMENDED) The information decision apparatus as claimed in claim

1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in the transaction history of the target customer.

3. (AS ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises:

a product type conversion table that converts a product type into at least one transaction tendency of the target customer, where said product type conversion table is recorded in a recording medium; and

a transaction tendencies determiner that determines at least one transaction tendency of the target customer by converting at least one product type listed in the transaction history of the target customer by using the product type conversion table.

4. (AS ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one of the target customer transaction tendency in accordance with at least one product rank listed in the transaction history of the target customer.

5. (AS ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises;

a product rank conversion table that converts a product rank into at least one transaction tendency of the target customer, and said product rank and conversion table are recorded in a recording medium; and

a transaction tendencies determiner that determines at least one product rank listed in the transaction history of the target customer by using the product rank conversion table.

6. (AS ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said determiner further comprises:

a first transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

a second transaction tendencies determiner that determines at least one transaction

tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer; and

said determiner decides on product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided by the first transaction tendencies decision part and the second transaction tendencies decision part.

7. (AS TWICE AMENDED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote to the target customer used products that fit the tendencies of the target customer.

8. (AS TWICE AMENDED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote to the target customer used products that fit the tendencies of the target customer.

9. (THREE TIMES AMENDED) An information decision apparatus for marketing a promoting product responsive to interactively inputting information identifying the promoting product, comprising:

a target customer finder that searches for [finds] target customers [who] based on their having purchased a product suitable to be replaced and also based on the product suitable to be replaced having [that has] a lower performance level than [a] the promoting product;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

a tendency matrix table [for] categorizing the transaction tendencies into at least two general categories and indicates different product information by a combination of the transaction tendencies, where the two general categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information determiner that determines the product information for each of the target customers by referring to the tendency matrix table based on the determined transaction tendencies.

10. (THREE TIMES AMENDED) A method of information decision for marketing a computer being promoted responsive to interactively inputting information identifying the computer being promoted, comprising:

automatically finding a previously purchased computer to be replaced by [a] the computer being promoted, by matching a rank and type of the previously purchased computer to product specification information specifying a rank and a type of the promoting computer, where the ranks rank a speed and a price of the computers relative to other computers, and where the types specify system types of the computers;

[finding] searching for a target customer [who] based on the target customer having previously purchased said computer to be replaced, by searching, in transaction histories of a plurality of customers, [to find] for customers who previously purchased the computer designated to be replaced;

deriving transaction tendencies of the target customer by analyzing a transaction history of the target customer; and

deciding on product introduction information that fits the transaction tendencies of the target customer by matching the rank and type of the promoting personal computer to the transaction tendencies of the target customer, where the product information is capable of being used to introduce to the target customer the promoting computer to replace the computer previously purchased by the target customer.

11. (AS TWICE AMENDED) The method as claimed in claim 10, wherein the deriving further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

12. (AS TWICE AMENDED) The method as claimed in claim 10, wherein the deriving further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at lease one product type listed in a transaction history of the target customer; and

deciding on at least one more transaction tendency of the target customer in accordance

with at least one product rank listed in the transaction history of the target customer, and wherein said finding said target customer further comprises

deciding product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided in said deciding on said transaction tendencies.

13. (AS TWICE AMENDED) The method as claimed in claim 10, wherein the product introduction information is used to promote to the target customer new products that fit the transaction tendencies of the target customer.

14. (AS TWICE AMENDED) The method as claimed in claim 10, wherein the product introduction information is used to promote to the target customer used products that fit the transaction tendencies of the target customer.

15. (FOUR TIMES AMENDED) A method of information decision for marketing a product being promoted responsive to interactively inputting information identifying the product being promoted, comprising:

[finding] searching for target customers [who] based on their having purchased a product suitable to be replaced that has a lower performance level than [a] the promoting product;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different product information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the product information for each of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

16. (AS TWICE AMENDED) A computer-readable recording medium recorded with a program for causing a computer to make a decision, said program comprising:

finding a product suitable to be replaced by a promoting product based on product specification information specifying a promoting product, where the product to be replaced is

found by comparing the specification information of the promoting product to specification information of previously purchased product;

finding a target customer who purchased said product suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the product suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to said target customer, where the determined transaction tendencies reflect common general properties of products that the target customer has tended to purchase; and

fitting product introduction information to the transaction tendencies of the target customer by selecting from among a plurality pre-existing of product introductions the product introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting product to replace the product to be replaced that was previously purchased by the target customer.

17. (AS TWICE AMENDED) The computer-readable recording medium as claimed in claim 16, wherein the determining further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

18. (AS TWICE AMENDED) The computer-readable recording medium as claimed in claim 16, wherein the determining further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one more transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer, and wherein the finding a target customer further comprises

deciding on product introduction information that fits the tendencies based on the transaction tendencies of the target customer decided by the said deciding on said transaction tendencies.

19. (AS TWICE AMENDED) The computer-readable recording medium as claimed in claim 16, wherein the product introduction information is used to promote to the target customer new products that fit the transaction tendencies of the target customer.

20. (AS TWICE AMENDED) The computer-readable recording medium as claimed in claim 16, wherein said product introduction information is used to promote to the target customer used products that fit the transaction tendencies of the target customer.

21. (THREE TIMES AMENDED) A computer-readable recording medium recorded with a program for causing a computer make information decision, said program comprising:

finding target customers who purchased a product suitable to be replaced that has a lower performance level than a promoting product, in response to interactively identifying the promoting product;

determining transaction tendencies by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different product information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the product information for each of said target customers by referring to a tendency matrix table based on the transaction tendencies analyzed by the analyzing.

22. (TWICE AMENDED) An information decision apparatus, comprising:

a replacement commodity finder that finds a commodity suitable to be replaced by a promoting commodity based on commodity specification information that specifies a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, the finding in response to interactively identifying the promoting commodity;

a target customer finder that finds a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;

a transaction tendencies analyzer that determines transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase; and

a determiner that fits commodity introduction information to the transaction tendencies of the target customer determined by the transaction tendencies analyzer by selecting from among a plurality pre-existing of commodity introductions the commodity introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting commodity to replace the commodity that was previously purchased by the target customer.

23. (TWICE AMENDED) An information decision apparatus, comprising:

a target customer finder that finds target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity, the finding in response to interactively identifying the promoting commodity;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;

a tendency matrix table that categorizes the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information decision part that decides on the commodity information for each of the target customers by referring to the tendency matrix table based on the transaction tendencies determined by the transaction tendencies analyzer.

24. (TWICE AMENDED) A method of information decision, comprising:

finding a commodity suitable to be replaced by a promoting commodity based on commodity specification information specifying a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, the finding in response to

interactively identifying the promoting commodity;

finding a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase; and

fitting commodity introduction to the transaction tendencies of the target customer by selecting from among a plurality pre-existing of commodity introductions the commodity introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting commodity to replace the commodity to be replaced that was previously purchased by the target customer.

25. (AS ONCE AMENDED) A method of information decision, comprising:

finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the commodity information for each of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

26. (AS ONCE AMENDED) A computer-readable recording medium recorded with a program that causes a computer to make an information decision, comprising:

automatically finding a previously purchased computer to be replaced by a computer being promoted, by matching a rank and type of the previously purchased computer to specification information specifying a rank and a type of the promoting computer, where the ranks rank a speed and a price of the computers relative to other computers, and where the

types specify system types of the computers;

finding a target customer who previously purchased the computer to be replaced, by searching transaction histories of a plurality of customers to find customers who previously purchased the computer designated to be replaced;

deriving transaction tendencies of the target customer by analyzing a transaction history of the target customer; and

deciding on a computer introduction that fits the transaction tendencies of the target customer by matching the rank and type of the promoting personal computer to the transaction tendencies of the target customer, where the product information is capable of being used to introduce to the target customer the promoting computer to replace the computer previously purchased by the target customer.

27. (AS ONCE AMENDED) A computer-readable recording medium recorded with a program that causes a computer to make an information decision, comprising:

finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the commodity information for each of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

28. (ONCE AMENDED) A method, comprising:

interactively designating a computer to be promoted, where the computer to be promoted has a computing performance rating, where the computer to be promoted is one of a new computer and a used computer, and where the computer to be promoted has been determined to have sufficient value to be promoted;

responsive to the designating, identifying a particular computer model in a computer model database by comparing the computing performance rating of the computer to be

promoted to computing performance ratings of computer models in the computer model database, where the particular computer model is identified because it has a computing performance rating lower than the computing performance rating of the computer designated to be promoted;

searching a customer purchase history database to find a customer that previously purchased an actual computer that corresponds to the identified particular computer model;

determining a category of pricing or speed of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer;

determining a category of size of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer; and

automatically selecting a pre-determined introduction from among a plurality of pre-determined introductions, where the selected introduction corresponds to both of the purchasing tendency categories, and where the pre-determined introductions each correspond to different combinations of purchasing tendency categories.

29. (NEW) A method, comprising:

storing computer purchases of customers, each computer purchase comprising a customer identifier, a product identifier, a computer type, and a computing performance rank, where a type is at least one of a desktop, a middle tower, a notebook, a thin type notebook, and a sub-notebook;

interactively inputting a particular computer to be promoted, the promoted computer having a computing performance rank;

searching the stored purchases to find past purchases of computers that have a computing performance rank below the computing performance rank of the promoted computer, by comparing the performance rank of the promote computer with the performance rank of the stored computer purchases;

based on the computer purchases of the customers identified by the found past computer purchases, for each such identified customer:

automatically determining a first purchasing trend indicating one of balance between performance and price of a computer, computing performance, low computer price, and special computing purpose,

automatically determining a second purchasing trend indicating one of balance

between performance and price of a computer, computing performance, computer extendibility, space saving, and portability, and

automatically selecting promotion information from a matrix of purchasing trends by finding a matrix entry that matches the determined first and second purchasing trends; and

presenting the promotion information to the identified customers.